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7047-PS29US  
 AVS920030983US1  
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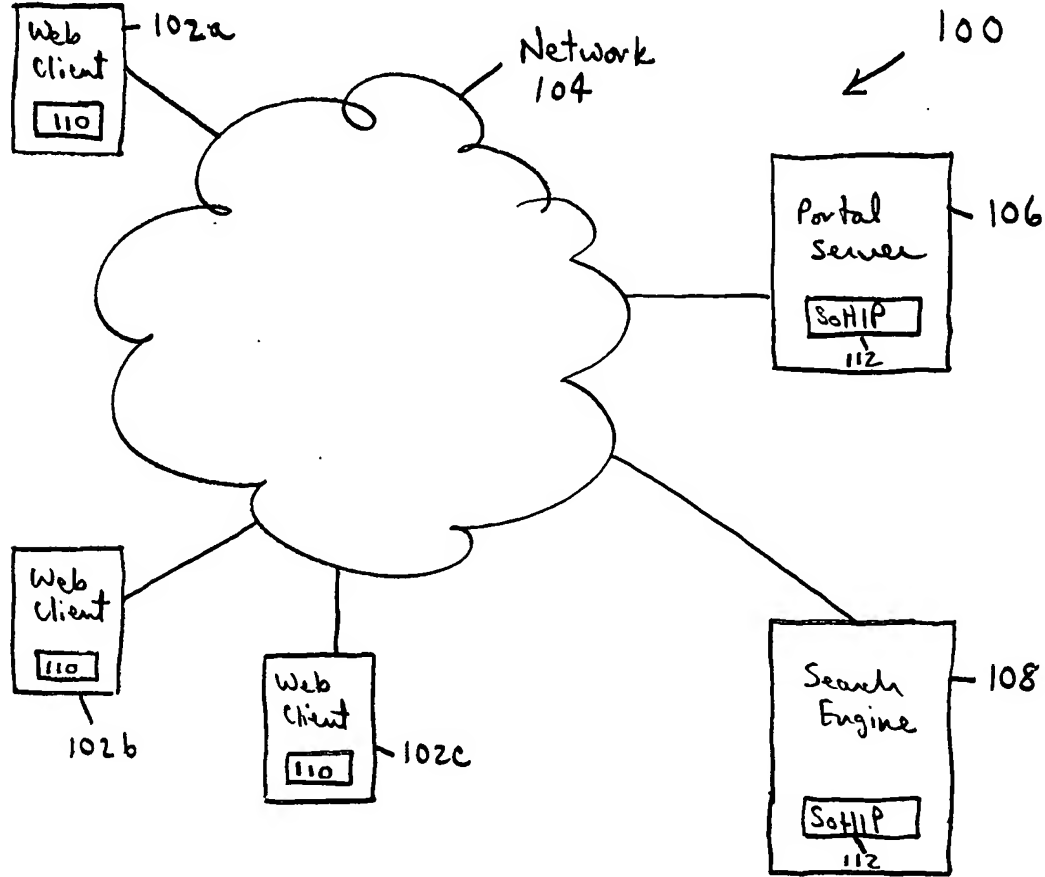


FIG. 1

```

<interests value="root">
  <interest value=sports>
    <interest value="football" keywords = "American
    Football">
      <interest value="CU" keywords = "'University
      of Colorado' Buffaloes"/>
      <interest value="OSU" keywords = "'The
      Ohio State University' Buckeyes"/>
      <interest value="A&M" keywords = "'Texas
      A&M University' Aggies"/>
    </football>
    <interest value="basketball">
      <interest value="Duke" keywords = "'Blue
      Devils"/>
      <interest value="North Carolina"/>
    </basketball>
    <interest value="baseball">
      <interest value="Texas" keywords =
      "Longhorns UT"/>
    </baseball>
  </interest>
  <interest value="entertainment">
    <interest value="movies" keywords =
    "adventure">
  </interest>
</interests>

```

FIG. 2A

```

<keywords>
  <keyword>The Ohio State
  University</keyword>
  <keyword>Buckeyes</keyword>
</keywords>

```

FIG. 2B

AUSA20030983US1

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**SoHIP Settings** [?] [X]

Settings:

- ☒ SoHIP
  - 302a ☒ Sports
    - 302b ☒ Football
      - 302c ☒ College
        - 302d ☒ Colorado
        - 302e ☐ Ohio State
        - 302f ☒ Texas A&M
      - 302g ☒ Professional
        - 302h ☒ Broncos
      - 302i ☐ Basketball
      - 302j ☐ Baseball

New:

304

← 300

FIG. 3

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7047-P529US

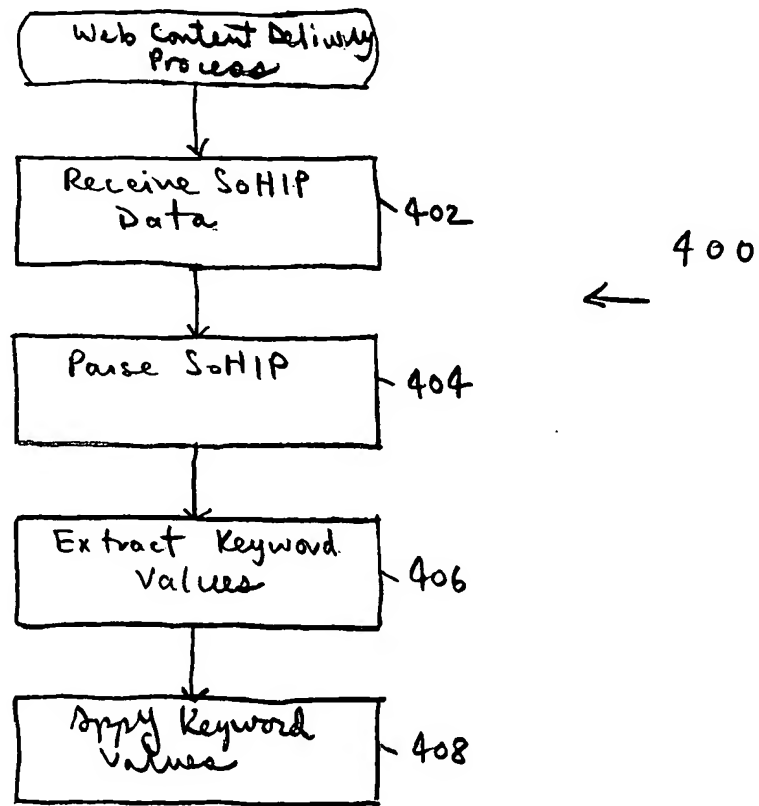


FIG. 4

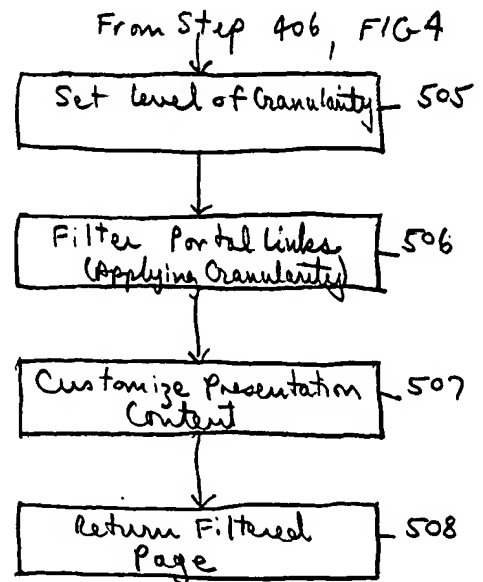
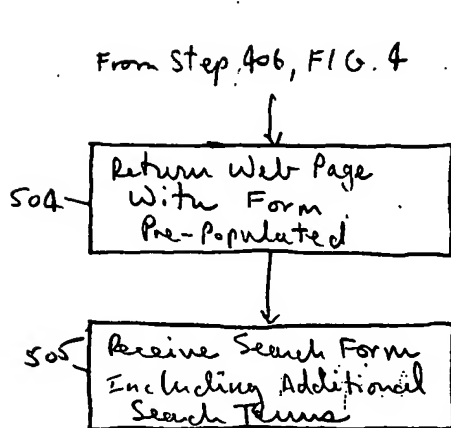
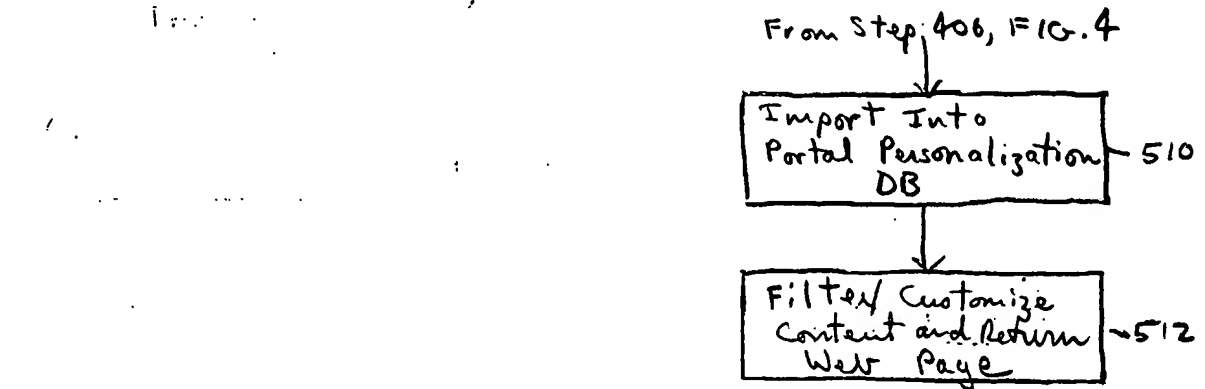
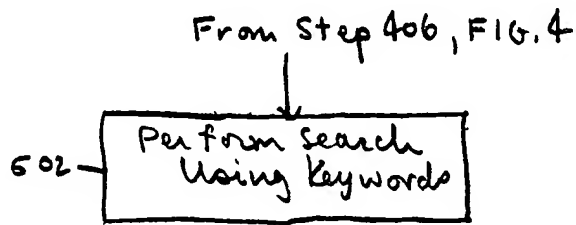


FIG. 5

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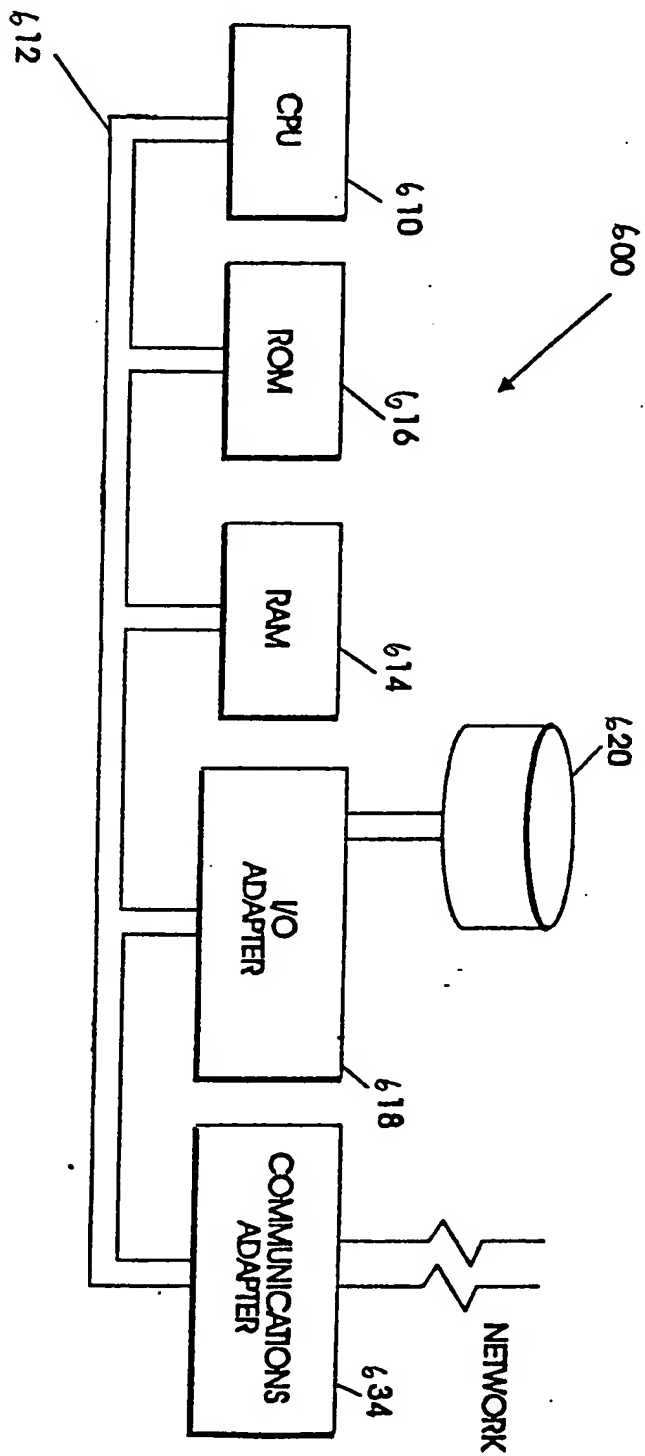


FIG. 6